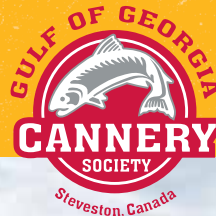


2025 Annual Report



Parks Canada support at the Richmond Pride Walk, GOGCS photo.



Canada Strong Pass visitors exploring Fishing the West Coast exhibit, GOGCS photo.



Presenters of *Something Fishy*, John Endo Greenaway and Rosemary Georgeson, GOGCS photo.



Yukiko Takahashi-Lai with Victoria Cheung community outreach table at Fisherman's Market, GOGCS photo.



BC Heritage Fairs award presentation, GOGCS photo.

Cannery Gift Shop colour-coordinated product display, GOGCS photo.



BC Heritage Fairs educational displays near the Fish Wall, GOGCS photo.

THE GULF OF GEORGIA CANNERY NATIONAL HISTORIC SITE

The Gulf of Georgia Cannery National Historic Site stands at the mouth of the Fraser River on the ancestral, unceded and ceded territories of the Musqueam and Hən̓q̓əmin̓əm̓ speaking peoples who have lived here since time immemorial. It is here that we are privileged to work, live and learn together.

Constructed in 1894, the Gulf of Georgia Cannery was one of fifteen canneries located in Steveston on the South Arm of the Fraser River. Known as the Monster Cannery, this facility canned salmon until 1930 when it was repurposed as a net loft, fresh fish depot, and then later a herring reduction plant. After operating for 85 years, the facility was designated a National Historic Site in 1976 and opened to the public in 1994.

Visitors from around the world experience this hallmark of Canada's West Coast fishing industry from the permanent exhibits which includes a functioning salmon canning line, a herring reduction plant, and fishing methods used on the West Coast. These are also complemented by a flexible feature space displaying various temporary exhibitions connected to the Society's mission.



CHAIR'S MESSAGE

Since Covid, revenue and site visits for museums and national historic sites have experienced challenges across the country. Experts have multiple theories on why. There is no consensus. Our challenge is to increase revenue and visitors. Encouragingly, using 2019 as a benchmark, i.e. pre-Covid, our attendance numbers have modestly increased. With the effort of your Board of Directors, and your dedicated staff, we are doing everything within our means to make the Gulf of Georgia Cannery a thriving and engaging destination for all visitors.

In 2025 we updated our strategic plan, retained a retail expert to help us with our gift shop, and hired a museum expert to assist in achieving some quick wins in respect of visitor engagement and welcome.

In 2026, we are going to focus on revenue diversification. We have brainstormed multiple ideas to earn income and engage the community and will be planning and executing changes throughout the coming year. Your entire Board of Directors is committed to finding new and sustainable revenue to ensure that the society continues to succeed and thrive. In that regard in 2025 we welcomed new directors Ceri Chong and Laura Sparrow. This year we say a fond farewell to departing directors John Durrant, Jim Van Der Tas and Adam Bent and thank them for their service to the board and to the society.

In closing, let me take this opportunity to thank our wonderful executive director, Elizabeth Batista, and our excellent staff, for their commitment to the society's mission, and for executing that commitment day in and day out.

And another thank you to our dedicated volunteers who help us all year long, and to our directors who volunteer many hours to ensure the society is run efficiently with a view to achieving its goals and to making the Gulf of Georgia Cannery the premier tourism destination in Richmond.

Sincerely,
Perry Mazzone, *Chair*



EXECUTIVE DIRECTOR'S MESSAGE

2025 marked a year of actively focusing on enhancing the visitor experience, re-investing resources and taking measured steps to discover and invite new audiences.

We strengthened our Visitor Services leadership team, we re-engaged volunteers for new roles, we enjoyed an increased demand for our school programs, and we explored new and recurring events for a variety of audiences. Of note, the Canada Strong Pass period offered visitors free admission during the summer and winter of 2025. We welcomed a significant increase in visitors and it taught us how to quickly adjust our offerings to meet their needs while providing a quality visitor experience.

The economic uncertainty that prevailed in 2025 highlighted our continued journey of reflection and impact to our audience. We were able to take on reasonable risks to continue evaluating the impact of our programming and we learned so much from our endeavours. We accomplished strategic investments for the future to get to much needed improvements to exhibits and amenities. The future now focuses on financial sustainability. With potential new revenue streams, we will look at how those endeavours will create a long lasting, beneficial impact to the Cannery and its ability to support our vision and mission.

We are always grateful for the positive and productive relationship we enjoy with Parks Canada. Their support during the Canada Strong Pass periods in 2025 played a significant role in allowing us to serve our community and visitors. We would not be able to deliver and accomplish what we achieved in 2025, without their support.

To our staff, board, volunteers, and community members; your strength and commitment embodies the spirit of community stewardship. We should always remind ourselves that this stewardship inspired the preservation of diverse cultural heritage. I am confident that this will keep us in good stead to tell many more stories for future generations.

Sincerely,
Elizabeth Batista, *Executive Director*

Creative minds at work in the Cannery Kids' Corner, GOGCS photo. International students visiting the Cannery, GOGCS photo.

Salmon Festival Parade, GOGCS photo.





Mary Point of the Musqueam Nation, Tatyana Beck, Elizabeth Batista, Rosemary Georgeson, Jessica Hallenbeck, and Kate Hennessy at the 2nd anniversary of The Water We Call Home: Indigenous Women's Connections to Water, Fish, and Family Around the Salish Sea during National Indigenous Peoples Day, GOGCS photo.



Visitors exploring the Herring Reduction Plant, GOGCS photo. Canada Strong Pass provided access for everyone, GOGCS photo. Engaging Fishing the West Coast interactive screen, GOGCS photo.

BC Heritage Fairs educational displays near the Fish Wall, GOGCS photo.



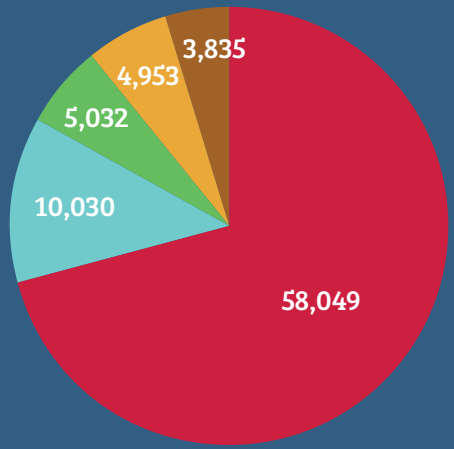
Rainbow koinobori craft/colouring station at the Richmond Pride Walk, GOGCS photo.





Something Fishy presentation with Rosemary Georgeson and John Endo Greenaway in the Boiler House Theatre, GOGCS photo.

Visitors exploring the exhibits during Santa at the Cannery, GOGCS photo.



2025 VISITATION TOTAL

A 94% increase from 2024. **81,899**

GENERAL ADMISSION	58,049
PROMOTIONAL ADMISSION	10,030
SPECIAL EVENTS	5,032
SCHOOL PROGRAMS	4,953
GROUPS/RENTALS	3,835

SOCIETY OVERVIEW

Established in 1986, the Gulf of Georgia Cannery Society is an independent, non-profit society and registered charity whose mission honours the importance of Canada's West Coast fishing history.

From the beginning, partnering with Parks Canada, the Society has worked to preserve, present, and promote the history of the Gulf of Georgia Cannery National Historic Site. The Society endeavors to interpret the history of West Coast fishing by sharing stories of the fishing industry and communities through exhibitions, collections, programs, and events.



Gulf of Georgia Cannery National Historic Site, GOGCS photo.

Board of Directors - Elected May 2025

Executive Committee

Board Chair	Perry Mazzone
First Vice-Chair	Bruno Gerves
Second Vice-Chair	Yeganeh Asadian
Treasurer	Ryan Garnett
Secretary	John Durrant
Past Chair	vacant

General Directors

Joan Bennett	Laura Sparrow
Adam Bent	Susan Stiene
Ceri Chong	Mark Turpin
Nigel Evans	Ralph Turner
Karen Lee	Jim Van der Tas
Geoff Matheson	

Honourary Lifetime Members

Jim Barlow since 2005
Robert Johnson since 2005
Bud Sakamoto since 2011
Everett Pierce since 2020
Eileen Carefoot since 2021
Jim Kojima since 2022
Dave Semple since 2023
Sue Girling since 2024
Anne Ikeda since 2025

Ex Officios

National Historic Sites Superintendent, Coastal BC Field Unit, Parks Canada

SOCIETY ACTIVITIES

Highlights

- Renewal of the Society's strategic plan for the next 3 years.
- Launch of the mobile audio tour, increasing access to the French speaking community and other visitors wishing to self-guide.
- Launch of the new Cannery REcollections exhibit.
- Two-year anniversary celebration of the *Water We Call Home* in honour of National Indigenous Peoples Day.
- Board and volunteer field trips to enhance our knowledge and build stronger ties.
- A visit from Ron Hallman, President & CEO of Parks Canada.

Growing Membership and Society Volunteers

In 2025, we welcomed 112 new members, finishing the year with 652 members.

We are now offering multi-year memberships and began planning the implementation of our new Corporate Membership program in 2025. Society memberships support our ongoing objectives and activation of our mission by allowing us to expand our programs and continue sharing the stories of the Gulf of Georgia Cannery National Historic Site.



Parks Canada President & CEO Ron Hallman visited the Gulf of Georgia Cannery—guided by the Gulf of Georgia Cannery Society board members and Parks Canada managers, GOGCS photo.



Parks Canada mobile audio tour, GOGCS photo.



The *Water We Call Home* panel discussion, GOGCS photo.



Opening celebration of the Cannery REcollections exhibit, GOGCS photo.



Visitors can scan to discover the stories of objects. GOGCS photo.



Board and volunteer field trip to the Chinese Canadian Museum in Vancouver, GOGCS photo.

CANNERY CREW UPDATES/HIGHLIGHTS

In 2025, we welcomed new Crew Members who filled open positions. Leanne Jung joined our team as Visitor Experience Manager, while Olivia Brocklehurst stepped into the role of Visitor Services Coordinator. Many of the new Heritage Interpreters hired to support the Canada Strong Pass period remained on with us in part-time roles. Opportunities and challenges presented themselves last summer, but in the end, the Visitor Services Team proved to be incredibly adaptable and resilient.



Leanne Jung
Visitor Experience Manager

Leanne is familiar with the Steveston community, having worked for the City of Richmond as a Program Facilitator at the Richmond Museum, Britannia Shipyards, Steveston Museum and the Steveston Tram. With years of experience in working at different museums across the Lower Mainland, Leanne has dedicated much of her work in bridging communities through thoughtful engagement, dialogue, educational and experiential programming.



Olivia Brocklehurst
Visitor Services Coordinator

In addition to her BA in History from the University of British Columbia, Olivia has worked at museums and historical sites in Vancouver, Whistler, Toronto, and Scotland. Olivia brings her diverse experiences working with people, industries, and communities to the Gulf of Georgia Cannery. She's dedicated to helping people experience history and culture in fresh, meaningful ways and believes deeply in the power of heritage to bring communities together.

2025 Heritage Interpreters



Alex MacPherson



Maggie Cunningham



Fabio Peres-Schneider



Sandrine Ribaille (not pictured)



Katelyn Crombie



Isaac Jung



Stephany Clouatre-Groleau

On May 15, 2025, the Visitor Services Team joined staff from other museums and historic sites for a training session with Don Enright, an recognized expert in interpretive planning and visitor experience, to strengthen and enhance their approach to heritage interpretation.



Volunteers visiting the Chinese Canadian Museum (left) and the Burnaby Village Museum (right). GOGCS photo.

In 2025, we saw over a 300 hour increase in volunteer hours, bringing us to over 1800 hours in total. Under the guidance of our Volunteer Reengagement Plan, we prioritized volunteer feedback and standardized our volunteer appreciation program. Our volunteers enjoyed educational field trips to the Chinese Canadian Museum and Burnaby Village Museum. We began our first high school work experience placement in collaboration with the McRoberts Work Experience Program.

GIFT SHOP REPORT

A year of transformation and teamwork—amplified by the Canada Strong Pass—turned the Cannery Store into an engaging experience that drove record sales.

2025 was a year of transformation in the Cannery Store. We engaged a retail consultant to inspire us with creative and engaging merchandising ideas. That led to stock being moved around and displayed in attractive ways. Weaving the visitor experience from our exhibits to the gift shop was the goal and we experienced an increase in sales based on these measures. Also, despite the uncertainty caused by tariffs, the Canada Strong Pass period helped lift our sales to our highest ever, with a 16% increase in sales over the previous year. Our dedicated team of store volunteers and staff helped keep the store well-stocked and tidy. We know this could not have been accomplished without their hard work.

The Gulf of Georgia Cannery Society is a registered charity which operates a national historic site and all proceeds help to support the operation of our museum, events, and programming for visitors of all ages.

Canada Summer Jobs 2025

Last summer, we received funding from Canada Summer Jobs for three positions: a Collections Assistant, a Documentation Technician, and an Outreach and Education Assistant.

Iver Smith returned to the role of Collections Assistant, assisting Heidi in the care and maintenance of our collections as well as training staff for public facing object encounter training.

Teya Maihara an engineering student from UBC, filled the role for the Documentation Technician. Teya was integral in organizing a database of the Cannery's building systems. Her work was valuable in planning preventative maintenance with Parks Canada's Asset Management staff.

UBC History alumni, Victoria Cheung, was hired as our Outreach and Education Assistant. Victoria increased our level of outreach and engagement with the community and promoted our program offerings.



The curated collection of offerings have been rearranged into visual or colour themes to accentuate and to enhance the shoppers' experience. GOGCS photo.





Exploring the Herring Reduction Plant. GOGCS photo.



Objects from the collection help ignite questions and invite viewers' feedback. GOGCS photo.



Visitors interact with exhibit to learn from objects in the collections. GOGCS photo.

COLLECTIONS

The Gulf of Georgia Cannery Society cares for over 7,500 artifacts in two collections: one belonging to Parks Canada, and the other to the Society.

In addition to these three-dimensional objects, the Society maintains a Reference Library and an Archival Collection featuring historical documents, images, oral histories, and reference materials. Together, these collections tell the story of fishing on the West Coast and reflect the people, places, and moments that have shaped this history.

In 2025, collections work focused on the ongoing care, documentation, and accessibility of these materials. This behind-the-scenes work ensures that the collection remains well preserved and ready to support exhibits, research, and public programs, connecting past and present through meaningful stories.

Visitors reviews the pictorial history of the community that helped build the canning industry. GOGCS photo.



EXHIBITS

The Gulf of Georgia Cannery Society works in partnership with Parks Canada to develop and maintain the site's permanent exhibits, including the Canning Line, Herring Reduction Plant, and Fishing the West Coast. Alongside these, the Society delivers a rotating temporary exhibit program that brings forward diverse stories and fresh perspectives for visitors.

In 2025, the Society launched *Cannery REcollections*, a new feature exhibit exploring how objects connect us to stories of people, place, and moments in time. On display through Spring 2027, the exhibit has become a central part of the visitor experience. A new pop-up exhibit space was also introduced within the gallery, beginning with *What We Hold*, a community collaboration display that invited ongoing contributions and evolved over time.

The Water We Call Home remained on display throughout the year, continuing to engage visitors with stories of Indigenous connections to the water, environment, and community. Together, these exhibits created new opportunities for visitors to see their own stories reflected in the Cannery and to connect more deeply with the site's history.

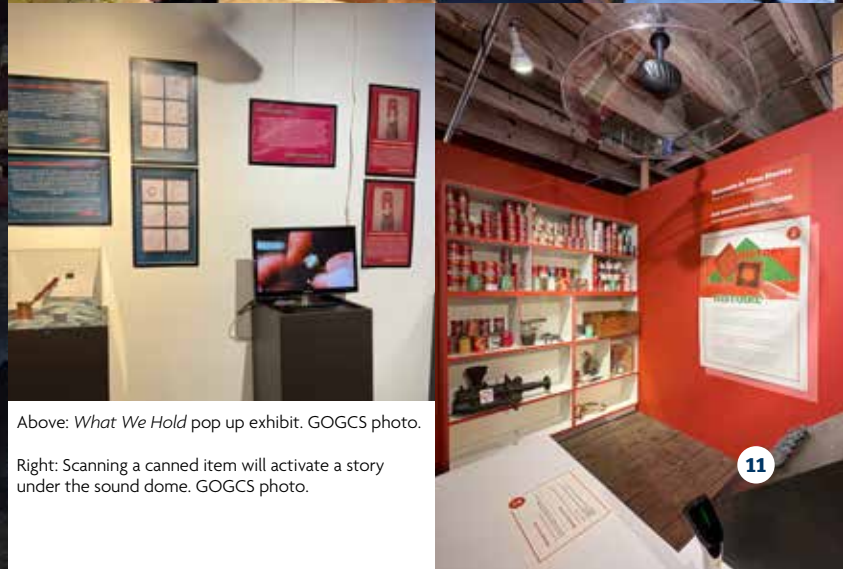
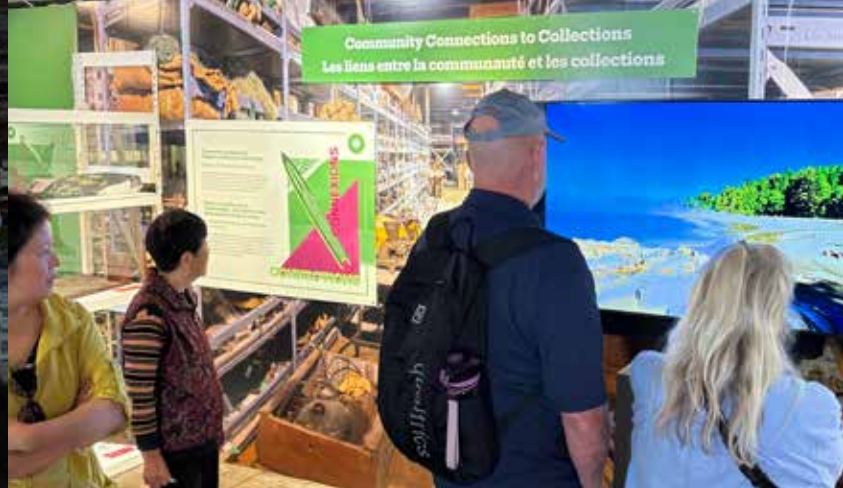


Discover how objects carry stories and moments in time within the Cannery REcollection exhibit. GOGCS photo.

Visitors explore the Community Connections to Collections exhibit. GOGCS photo.



What We Hold pop up exhibit invites visitors to share their stories and experiences. GOGCS photo.



Above: *What We Hold* pop up exhibit. GOGCS photo.

Right: Scanning a canned item will activate a story under the sound dome. GOGCS photo.

AUDIENCE ENGAGEMENT

Programming in 2025 was all about flexibility as we worked to create programming that fit our audiences' needs while enjoying our first year of the Canada Strong Pass. With a combination of returning annual events and all-new programs, installations, and presentations, we were able to provide experiences for a wide range of visitors.

Our first event of 2025 introduced a new staple celebration: Lunar New Year. As our events roster continues to evolve, we want to highlight the diversity of our community and our audience. Celebrating Lunar New Year creates a welcoming space for Asian Canadians to engage with the Cannery.

In celebration of Spot Prawn Day in the Village, World Ocean Day at the Cannery expanded from 2024's offering to include a community outreach expo, gyotaku fish printing, and a 360 degree immersive ocean experience with OceanWise's Sea Dome. We welcomed over 800 visitors!



The OceanWise Sea Dome was one of the popular features during World Ocean Day, GOGCS photo.

We honoured Indigenous ties to fishing on the West Coast with a 2-year anniversary celebration of *The Water We Call Home: Indigenous Women's Connections to Water, Fish and Family Around the Salish Sea*. This allowed us to strengthen relationships with Indigenous partners and to support curator Rosemary Georgeson and the amazing Indigenous women whose efforts brought it to life.



Lion Dance celebrating the Year of the Snake attracted a crowd, GOGCS photo.



Lucky Chinese Knot workshop, GOGCS photo.

Public programming focused on connecting to the new *Cannery REcollections* exhibit, and to creating a legacy for the outgoing *Fish Tales* exhibit. From May through December, our pop-up installation, *What We Hold* changed monthly highlighting diverse stories. To commemorate the *Fish Tales* exhibit, the design was completed for an all-new Cannery publication, a current and historic community cookbook. oral history. Thank you to all the volunteers and staff who helped test and photograph recipes for this project; we are so excited for the book to launch in 2026.

We introduced Exhibit Highlights featuring individual objects or exhibit pieces, and drop-in Object Encounters activating the Cannery's artefact collection. Exhibit Highlights created a framework for ongoing guided interpretive experiences that continue to be regularly available to visitors year-round.



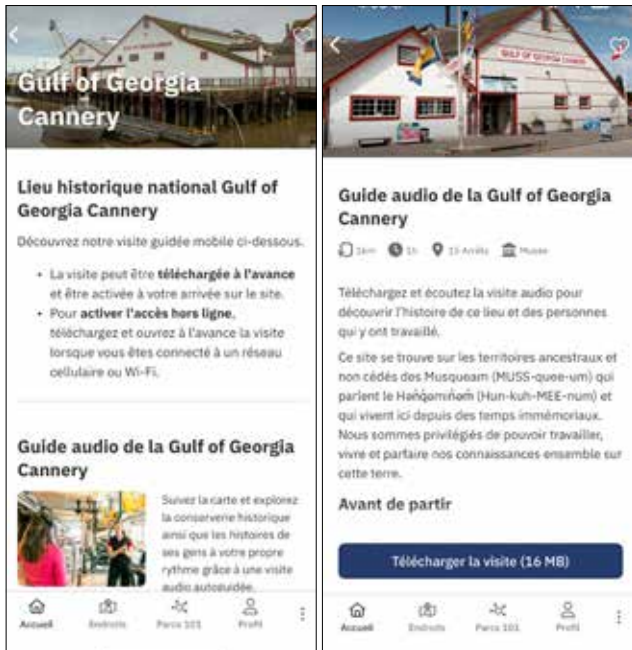
"Something Fishy" presentation with Rosemary Georgeson and John Endo Greenaway, GOGCS photo.



Dance performers from the Richmond-based Philippine Cultural Arts Society with Kelly Greene, MLA Richmond-Steveston. GOGCS photo.



Santa and Mrs. Claus at the Cannery, GOGCS photo.



Parks Canada mobile guided tours in English and French, GOGCS photo.

Returning events included Music at the Cannery performances featuring new and familiar performers, October's Haunted Sea installation, and the winter favourites Festival of Trees, with a special workshop highlighting Filipino traditions, and Santa at the Cannery.

2025 saw the launch of Parks Canada's mobile guided tour. This provided English and French offerings to connect with audiences looking for a solo guided experience. With the increased visitation brought by the Canada Strong Pass, this mobile tour provided accessible avenues for interpretation.



Halifax Wharf Rats pumping out classic rock, Celtic melodies during Music at the Cannery, GOGCS photo.



Ocean Wise at World Ocean Day, GOGCS photo. Gyotaku Fish Printing Workshop, GOGCS photo.

EDUCATION AND GROUP PROGRAMS

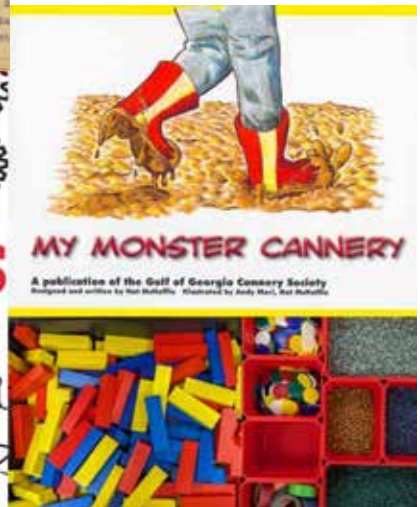
In 2025, we introduced group pricing for education programs. We supported the demand and accessibility of our education programs, by opening up 5 days per week for booking.

We re-started our Education Program Volunteer initiative in late 2025, onboarding several volunteers to assist us. We are grateful to these volunteers for their contributions.

We anticipated how we could better manage resources to deliver engaging programs at the Cannery. We started working on expansion plans to offer our most sought after school experiences in different ways. By end of 2025, we developed school kits and content to deliver programs straight to the classroom.



Mini Kits, Save the Salmon Kit, and My Monster Cannery Kit, provide youths a fun way to learn more about the stories and objects in the Cannery. GOGCS photo.



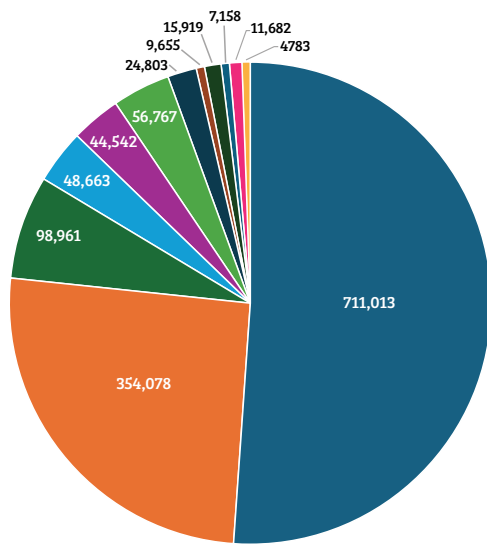
FUNDING

Our total revenue, which included Parks Canada contributions, gift shop sales, admissions and supplementary funding achieved a 5% increase from 2024.

Financial highlights from 2025:

- Additional funding provided by Parks Canada to supplement and support free admission during Canada Strong Pass periods.
- A healthy 16% increase in gift shop sales.
- Efforts to focus on educational programming, different types of revenue producing events and donations received during Canada Strong Pass periods produced positive results.

As with many non-profit organizations, the challenge to retain and adequately remunerate staff is always present. 2025 was the first time since the pandemic, where the Cannery was fully staffed for our entire fiscal year. This staffing level reflects what is required to achieve our current variety of offerings and site operational capacity.



Fort Langley Curator, Pierce Smith discusses areas of repair on a plaque. GOGCS photo.



Parks Canada team repairs exterior wall of the Cannery. GOGCS photo.



Refreshed product arrangements in the Gift Shop. GOGCS photo.



Fort Langley National Historic Site Curator, Pierce Smith cleans and repairs the Cannery plaque. GOGCS photo.

2025 REVENUE: \$1,388,024

PARKS CANADA AGREEMENTS	\$711,013
GIFT SHOP SALES	\$354,078
GENERAL ADMISSIONS	\$98,961
GRANTS	\$48,663
OTHER REVENUE	\$44,542
GROUP ADMISSIONS	\$56,767

PARKING REVENUE	\$24,803
SITE RENTALS	\$9,655
SPECIAL EVENTS	\$15,919
MEMBERSHIP	\$7,158
SPONSORSHIPS	\$11,682
DONATIONS	\$4,783

2025 SUPPORTERS

Grantors and Sponsors

- Arts BC
- City of Richmond
- Government of Canada - Canada Summer Jobs
- Heritage BC
- Metro Vancouver Regional Cultural Projects Grant
- Province of British Columbia - BC Gaming Grant
- Tourism Richmond

Donors

- Betty Borkovic
- Fisherman's Market (Regent) Ltd.
- Dan Nomura
- Gail Screaton
- Kerwin Sy
- Yad Le Vaillant



Gareth Roberts and Ceri Chong of Tourism Richmond participating at World Ocean Day. GOGCS photo.

2025 IN REVIEW

2025 was a year of transformation and focused evaluation. We are proud to share and celebrate our many successes. Here are some highlights:



MORE THAN 80,000 VISITORS

A 94% increase of all visitors compared to 2024. For general admission visitors, alone, we welcomed 41,757 more visitors than in 2024. This increase was primarily attributed to the Canada Strong Pass period in the summer and winter.



112 NEW SOCIETY MEMBERS



EDUCATIONAL PROGRAMS, AND GROUP PROGRAMMING

We experienced a 32% increase in participants of our education programs from the previous year.



1895 VOLUNTEER HOURS

79 NEW VOLUNTEERS



COMMUNITY PARTNERSHIPS

We celebrated our collaborations with Tourism Richmond, Parks Canada, City of Richmond, Ocean Wise, Rosemary Georgeson, to name a few.



SPECIAL PROGRAMMING SUCCESS

Canada Strong Pass, Lunar New Year, and Santa at the Cannery welcomed a significant increase of visitors compared to 2024.

LOOKING FORWARD

2026 will be a year of evolving the work we achieved in 2025. The Society will continue to focus on strategic goals outlined in our 2025-2027 Strategic Plan. There is a lot to look forward to as we seek new and sustainable streams of revenue through a fresh outlook on programming and the visitor experience.



BUILDING ON THE MOMENTUM CREATED IN 2025

Finding new revenue and partner opportunities to diversify our revenue streams and create financial sustainability over the long term.



VISITOR EXPERIENCE ENHANCEMENTS

Developing new visitor experiences and replacing assets that will enhance how visitors engage with the Cannery.



GROWTH IN GENERAL ADMISSION 2%



INCLUSIVITY & RECONCILIATION

Finding new opportunities to provide a space for Indigenous partners and other communities to tell their stories.



GROWTH IN GIFT SHOP SALES 4%



Back Cover - Top row:
 Left: Chibi Taiko at the 2nd anniversary of The Water We Call Home: Indigenous Women's Connections to Water, Fish, and Family Around the Salish Sea, GOGCS photo.
 Center: Cannery staff, Alex MacPherson and Maggie Cunningham presents Cannery banner at the Salmon Festival Parade, GOGCS photo.
 Right: Dragon dance procession at July 1, Salmon Festival Parade, GOGCS photo.

Middle row:
 Left: Vintage delivery truck with LEGO model in the background, GOGCS photo.
 Middle: Andrew (foreground) and Daniel (back) from Parks Canada team repairs the siding of the Cannery, GOGCS photo.
 Right: Heritage Interpreter Maggie Cunningham providing a tour, GOGCS photo.

Bottom row:
 Left: Outreach and Education Assistant Victoria Cheung at the Richmond Maritime Festival, GOGCS photo.
 Middle: Halifax Wharf Rats performing summer vibes during Music at the Cannery, GOGCS photo.
 Right: Haunted Sea Jellyfish installation, GOGCS photo.

Front Cover - Top row:
 Left: Parks Canada Team at the Vancouver Outdoor and Adventure Show, GOGCS photo.
 Center: Cannery staff with Parks Canada Team at the Vancouver Pride Parade, GOGCS photo.
 Right: Cannery REcollection exhibit detail, GOGCS photo.

Middle row:
 Left: Fish Wall and sturgeon display, GOGCS photo.
 Middle: Fort Langley National Historic Site Curator, Pierce Smith cleans details on commemorative plaque, GOGCS photo.
 Right: Lunar New Year celebration - Lion Dance, GOGCS photo.

Bottom row:
 Left: Tatyana Beck at the New Westminster River Fest, GOGCS photo.
 Middle: Gyotaku workshop conducted by artist Paula Nishikawara guides youth in the Japanese style of fish printing, GOGCS photo.
 Right: Cannery REcollection opening, GOGCS photo.



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